

JUNE 2011 CHAMPIONS REPORT



INTRODUCTION FROM CARY ADAMS, CEO, UICC

I firmly believe that together we are stronger. With guidance from UICC's Board of leading cancer experts, I have spent the past twelve months restructuring UICC's activities to reflect this: partnership is now at the heart of our strategy.



With this new framework in place, we are beginning to work closely with our most influential member organisations and develop new relationships with forward-thinking companies and foundations. Drawing on this combined pool of expertise, I believe we can have an impact and begin to change the course of the cancer crisis. This will ultimately help millions of people around the world live longer, healthier lives.

Our focus is solely on programmes that enable us to leverage our unique position in the cancer community. Within these well-defined areas, we are achieving important and measurable results. Over the next 36 months, we will continue to accelerate urgent work in our three priority programmes: putting cancer on the global health agenda, stopping cancer patients dying in unbearable pain, and raising awareness through World Cancer Day. Through our 'Together we are Stronger' campaign, we will continue to develop new partnerships which support these priority programmes.

I recognise that working together is the foundation for our success. Thank you for your continued support.

Yours sincerely,

A handwritten signature in black ink that reads "Adams".

Cary Adams
Chief Executive Officer
Union for International Cancer Control

"UICC is moving from strength to strength. We are working more closely with our members and corporate partners than ever before, and I hope this collaboration continues and expands. Together, we truly are stronger."

**DR EDUARDO CAZAP,
PRESIDENT, UICC**



WITH YOUR SUPPORT, WE HAVE BEEN ACTIVE:

PUTTING CANCER ON THE GLOBAL HEALTH AGENDA

- We pressed the UN to hold a Special Summit on cancer and other non-communicable diseases (NCDs). Our voice was heard: the Summit will be held from 19-20 September 2011 in New York.
- We launched a global advocacy campaign to push for ambitious but achievable targets to be set for governments around the world on the prevention and treatment of cancer. Our pivotal document - the Proposed Cancer Outcomes Statement - is uniting the cancer community.
- We developed strategic partnerships, taking a leadership role in the NCD Alliance and working more closely with the World Health Organization (WHO), as well as developing a new relationship with the World Economic Forum.

FIGHTING UNBEARABLE CANCER PAIN

- We rolled-out the Global Access to Pain Relief Initiative (GAPRI) which aims to help millions of people with cancer who suffer in agony with no access to appropriate pain control measures.
- In Uganda, we rapidly reversed a 'stock out' of morphine, and created a long-term and significant (75%) reduction in the government's cost of purchasing the drug, meaning more doctors and nurses across the country will have access to the pain relief they need for their patients.
- We worked in partnership to lobby the Commission on Narcotic Drugs to adopt a resolution that will help ensure clinicians can access pain relief for their patients.

PROMOTING ACTION THROUGH WORLD CANCER DAY

- We helped cancer societies, major employers and grassroots organisations around the world prompt action regarding cancer prevention and treatment through World Cancer Day. The media campaign was a massive success, together we generated more than 1,324 pieces of print, broadcast and online coverage, and the day was more broadly seen on 33,100 websites with 'opportunities to see' at a potential cumulative figure of 5.5 billion.
- We collaborated closely with our members on World Cancer Day, with over 240 World Cancer Day activities posted on our map of events.
- We expanded our growing community of people passionate about fighting cancer. Over 230,000 people from 197 countries have now signed the World Cancer Declaration.

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“UICC called on our expertise in the area of cancer prevention. Through our partnership, we are spear-heading a key working group for the NCD Alliance on nutrition and physical activity.”

KATE ALLEN, DIRECTOR, SCIENCE AND COMMUNICATIONS, WORLD CANCER RESEARCH FUND INTERNATIONAL

“UICC’s leadership is helping to unite the cancer community and ensure that individual cancer societies around the world present a united front to their governments. We are proud to be working closely together.”

ANNE LISE RYEL, CHIEF EXECUTIVE OFFICER, NORWEGIAN CANCER SOCIETY

“Since 2003, Pfizer and the Pfizer Foundation have partnered with UICC to develop and implement a global cancer awareness campaign. Together we have achieved significant and tangible results in the fight against cancer. UICC has leveraged its unique position and motivated and inspired its members worldwide to drive action across the cancer community. We are proud to be a leading supporter of UICC.”

CAROLINE ROAN, VICE-PRESIDENT, CORPORATE RESPONSIBILITY, PFIZER INC. AND PRESIDENT OF THE PFIZER FOUNDATION

“Sanofi-aventis is proud to work in partnership with UICC. As a Partner, sanofi-aventis is helping UICC to continue supporting the cancer community and raise the level of awareness of what can be done to address this pandemic disease on a political, social, research and medical level.”

JOHN HARRINGTON, VICE PRESIDENT AND CCO, GLOBAL ONCOLOGY, SANOFI-AVENTIS

“The Fund is delighted to support the Global Access to Pain Relief Initiative (GAPRI), an important initiative that has the potential to help end the unnecessary pain and suffering of millions worldwide.”

OLIVIA DIX, HEAD, THE PALLIATIVE CARE INITIATIVE, THE DIANA, PRINCESS OF WALES MEMORIAL FUND

UICC'S STRONG MEMBERSHIP FOUNDATION

In parallel to our programme-specific achievements, we have also improved the support we provide to our global membership base.

- We launched the 'Together we are Stronger' campaign to support our priority programmes. We have since developed new partnerships and secured \$3.5 million, enabling us to undertake important work.
- In 2010 we held the World Cancer Congress and World Cancer Leaders' Summit in China, which was attended by over 3,000 delegates from 92 countries, including representatives from corporations, foundations, health ministries and cancer leagues. Based on the success of this influential event, the World Cancer Leaders' Summit will now be held annually.
- We conducted a survey of our global membership base to help us provide more tailored support to our 400 members around the world. Responding to their feedback, we launched a member's newsletter and regular electronic communications. We have also created a more accessible look and feel to UICC's branding, which has been testing well amongst member organisations.
- We launched an Ambassadors programme, bringing together a group of individuals who strongly believe in the targets of the World Cancer Declaration. Ambassadors are encouraged to use their networks to introduce UICC and its members to potential corporate partners and individuals willing to support and/or fund the organisation's core programmes.
- Our global membership grew by a steady 12% in 2010, and we have ambitious targets to expand more quickly in 2011 and beyond.
- We released an updated version of TNM, the globally accepted method for classifying tumors. This new edition was well-received by oncologists around the world.
- With the support of 12 member organisations, we awarded a total of 93 fellowships in 2010, helping the most promising researchers undertake important work. In total, since the Fellowships Programme was founded, UICC has awarded over 6,000 Fellowships. Two UICC Fellows have been awarded Nobel Prizes.

"UICC represents an important voice in the global fight against cancer and we proudly support its efforts to further the care of patients living with this deadly disease."

**HERVE HOPPENOT, PRESIDENT,
NOVARTIS ONCOLOGY**

"UICC is a strong partner to help us fulfil our international obligations and their global perspective is invaluable in providing perspective to underpin our local and regional cancer control initiatives."

**PROFESSOR IAN OLVER, CHIEF
EXECUTIVE OFFICER, CANCER
COUNCIL AUSTRALIA**



AS OF JUNE 2011,
A TOTAL OF
**\$3.5 MILLION HAS
BEEN SECURED.**

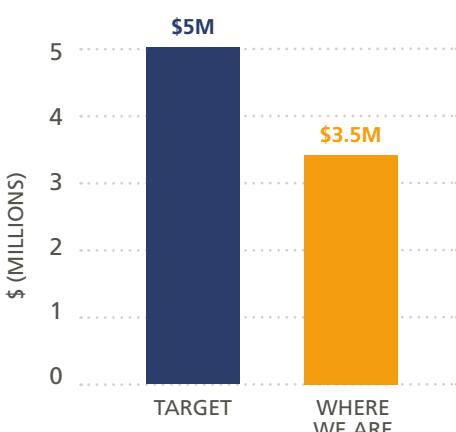
OUR 'TOGETHER WE ARE STRONGER' CAMPAIGN

In October 2010, we launched a major fund raising campaign to benefit the cancer community. Entitled 'Together we are Stronger', the campaign aims to secure investments to advance three priority areas where UICC is best placed to lead.

Through the campaign, UICC hopes to advance urgent work, establish closer partnerships with its most influential member organisations and better leverage its unique links with the organisations such as the World Health Organization (WHO), World Economic Forum and others for the benefit of the global cancer community.

The campaign has a Phase I goal of \$5 million, which we aim to raise from a small number of member organisations, corporations, foundations and individuals by the UN Summit on NCDs in September 2011. The campaign reached its benchmark goal of \$2 million to be raised by World Cancer Day, and as of June 2011, a total of \$3.5 million has been secured. These investments have helped the organisation accelerate activities in the priority programmes and achieve the important successes outlined in this report.

Your investment in UICC helped motivate and inspire other organisations to explore partnerships with us. We look forward to keeping you updated with our progress and building our core group of supporters.





SHOWCASING OUR PARTNER ORGANISATIONS

VARIAN

Varian Medical Systems have made a leadership investment in UICC. Over the next three years, Varian will be working closely with UICC and UICC's global membership base to ensure that cancer is firmly placed on the global health agenda. With the UN Summit on NCDs in September, this is a timely partnership: in addition to a financial commitment, Varian will be supporting UICC with expertise around access to radiotherapy on a global scale. This important collaboration will ensure UICC can present compelling, fact-based arguments to decision-makers, strengthening its advocacy campaign. There is great excitement around expanding the partnership over the coming months, and the two organisations will be working closely together to develop their post-UN Summit advocacy strategy.

ABOUT VARIAN

Varian Medical Systems of Palo Alto, California, focuses energy on saving lives by equipping the world with new tools for fighting cancer. As the world's leading manufacturer of medical devices and software for treating cancer with radiotherapy, radiosurgery, and brachytherapy, Varian's mission is to develop cancer treatment technology that can help to save 100,000 more lives each year. The company also supplies informatics software for managing comprehensive cancer clinics, radiotherapy centers and medical oncology practices, making it easier for treatment centers to offer advanced solutions for treating cancer.

"Varian is fully committed to working in partnership with UICC. Together, I firmly believe we can begin to improve the way cancer is treated and prevented on a global scale, taking us a step closer to our shared goal: saving more lives each year."

**TIMOTHY GUERTIN, CHIEF EXECUTIVE,
VARIAN MEDICAL SYSTEMS**

VARIAN
medical systems

ROCHE

Roche have been working in partnership with UICC since 2008. Last year, Roche made a leadership investment, becoming the first Cornerstone Patron of the 'Together we are Stronger' campaign. Through their commitment, UICC has been able to ramp-up the support provided to its members around the world and develop a new and innovative website to showcase the best campaigns on cancer prevention. With Roche's support, this year's World Cancer Day was the most successful yet: more members around the world participated, the campaign reached more people with messages about cancer prevention than ever before.

ABOUT ROCHE

Roche is committed to developing innovative solutions to medical challenges. Through its excellence in science, Roche has become the world's leading supplier of prescription drugs for cancer treatment. These medicines have made a difference to the lives of hundreds of thousands of cancer patients globally, helping them to live longer and healthier lives. Roche's leadership extends beyond its ability to develop and deliver cancer medicines. Over the past decade Roche has demonstrated its extraordinary leadership in the cancer field through innovative partnerships – many of these with UICC member organisations.



"Working together, Roche and UICC have achieved specific and measurable programme goals. Roche's leadership has also enabled us to inspire and challenge other pharmaceutical companies to work in partnership with UICC. We are proud to work with such a forward-thinking organisation."

CARY ADAMS, CEO, UICC

THE SWISS CANCER LEAGUE

In February, the Swiss Cancer League joined the 'Together we are Stronger' campaign as a Cornerstone Patron with a three-year pledge of support, including a significant financial investment and expertise for priority programmes. This partnership is focused on improving access to pain relief in Kenya and ensuring the UN Summit on NCDs in September is a great success.

In Kenya, the Swiss Cancer League is supporting a Fellow to work within the national government to help overcome the current barriers which prevent access to pain relief. This is a timely intervention: the market for morphine in Kenya currently functions poorly, with high prices and frequent stock-outs. Working together, we aim to achieve significant results over the next 36 months in Kenya, and use these successes to lobby other countries to implement similar strategies. This programme is a key component of the Global Access to Pain Relief Initiative (GAPRI).

ABOUT THE SWISS CANCER LEAGUE

Founded in 1910, the Swiss Cancer League today supports cancer research, increases public awareness of prevention measures, is committed to early diagnosis and treatment, accompanies and advises patients and their relatives and offers social support. The group has 20 regional cancer leagues. They provide psychosocial counseling and financial support to patients and their relatives locally. UICC recognised the Swiss Cancer Leagues continued commitment by awarding it the UICC Outstanding Organisation Award at the World Cancer Congress in 2010.



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ligue suisse contre le cancer
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"UICC is achieving tangible results through its worldwide programmes. The Swiss Cancer League is proud to be working closely in partnership."

**JAKOB R. PASSWEG, PRESIDENT,
SWISS CANCER LEAGUE**

PATRONS AND CHAMPIONS

TOGETHER WE ARE STRONGER PATRONS



krebsliga schweiz
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lega svizzera contro il cancro



World Cancer
Research Fund
International



TOGETHER WE ARE STRONGER CHAMPIONS - VANGUARDS



L I V E S T R O N G



OPEN SOCIETY INSTITUTE



TOGETHER WE ARE STRONGER CHAMPIONS - BENEFACTORS



TOGETHER WE ARE STRONGER CHAMPIONS - PARTNERS



AMGEN



Boehringer Ingelheim



Lilly
Answers That Matter.



**62, ROUTE DE FRONTENEX
1207 GENEVA - SWITZERLAND**

**TEL: +41 22 809 18 11
FAX: +41 22 809 18 10**

Union for International Cancer Control
WWW.UICC.ORG